

CLAIMS

What is claimed is:

- 1 1. A method for generating a promotional offer for a product, comprising the steps
2 of:
3 (a) providing a form having at least one field selected from a group consisting of: a
4 field for entering a product identification associated with the product, a
5 promotion field for identifying the promotional offer, a price field, a discount
6 field, a date field, and a field for an identifier of the entity offering the
7 promotional offer;
8 (b) receiving information for entering in the at least one field of the form;
9 (c) entering the information in the at least one field for completing the form;
10 (d) generating a description of the promotional offer based on the completed form;
11 (e) associating the promotional offer with the product; and
12 (f) outputting the promotional offer upon receiving a request for information about
13 the product.
- 1 2. A method as recited in claim 1, wherein a facilitating organization performs
2 steps (a)-(e).
- 1 3. A method as recited in claim 2, wherein the information for entering in the at
2 least one field of the form is received from a vendor of the product.
- 1 4. A method as recited in claim 2, wherein the information for entering in the at
2 least one field of the form is received from a marketer of the product.

- 1 5. A method as recited in claim 1, wherein the form is presented on a local data
2 site, wherein the information for entering in the at least one field of the form is
3 received from a third party utilizing a network.
- 1 6. A method as recited in claim 1, wherein the product information is stored on a
2 web page associated with the user.
- 1 7. A computer program product for generating a promotional offer for a product,
2 comprising:
 - 3 (a) computer code for providing a form having at least one field selected from a
4 group consisting of: a field for entering a product identification associated with
5 the product, a promotion field for identifying the promotional offer, a price field,
6 a discount field, a date field, and a field for an identifier of the entity offering the
7 promotional offer;
 - 8 (b) computer code for receiving information for entering in the at least one field of
9 the form;
 - 10 (c) computer code for entering the information in the at least one field for
11 completing the form;
 - 12 (d) computer code for generating a description of the promotional offer based on the
13 completed form;
 - 14 (e) computer code for associating the promotional offer with the product; and
15 (f) computer code for outputting the promotional offer upon receiving a request for
16 information about the product.
- 1 8. A computer program product as recited in claim 7, wherein a facilitating
2 organization executes the computer code for providing the form, the computer
3 code for receiving the information, the computer code for entering the
4 information in the at least one field of the form, the computer code for

5 generating the description, and the computer code for associating the
6 promotional offer with the product.

1 9. A computer program product as recited in claim 8, wherein the information for
2 entering in the at least one field of the form is received from a vendor of the
3 product.

1 10. A computer program product as recited in claim 8, wherein the information for
2 entering in the at least one field of the form is received from a marketer of the
3 product.

1 11. A computer program product as recited in claim 7, wherein the form is presented
2 on a local data site, wherein the information for entering in the at least one field
3 of the form is received from a third party utilizing a network.

1 12. A computer program product as recited in claim 7, wherein the product
2 information is stored on a web page associated with the user.

1 13. A system for generating a promotional offer for a product, comprising:
2 (a) logic for providing a form having at least one field selected from a group
3 consisting of: a field for entering a product identification associated with the
4 product, a promotion field for identifying the promotional offer, a price field, a
5 discount field, a date field, and a field for an identifier of the entity offering the
6 promotional offer;
7 (b) logic for receiving information for entering in the at least one field of the form;
8 (c) logic for entering the information in the at least one field for completing the
9 form;
10 (d) logic for generating a description of the promotional offer based on the
11 completed form;

- 12 (e) logic for associating the promotional offer with the product; and
13 (f) logic for outputting the promotional offer upon receiving a request for
14 information about the product.

1 14. A system as recited in claim 13, wherein a facilitating organization initiates the
2 logic for providing the form, the logic for receiving the information, the logic
3 for entering the information in the at least one field of the form, the logic for
4 generating the description, and the logic for associating the promotional offer
5 with the product.

1 15. A system as recited in claim 14, wherein the information for entering in the at
2 least one field of the form is received from a vendor of the product.

1 16. A system as recited in claim 14, wherein the information for entering in the at
2 least one field of the form is received from a marketer of the product.

1 17. A system as recited in claim 13, wherein the form is presented on a local data
2 site, wherein the information for entering in the at least one field of the form is
3 received from a third party utilizing a network.

1 18. A system as recited in claim 13, wherein the product information is stored on a
2 web page associated with the user.